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Atty. Dkt. No. TVG/4665-5

## IN THE CLAIMS:

Please consider the claims as follows:

1. (Previously presented) A method for allowing access to interactive features of an electronic program guide by a user from within a broadcast advertisement, the method comprising:

storing presentation guide software for presenting an electronic program guide at a user location;

receiving a broadcast advertisement comprising audio, video and promotional metadata over a broadcast distribution network;

analyzing the promotional metadata to determine one or more valid electronic program guide features;

displaying an electronic program guide;

presenting the one or more valid electronic program guide features within the electronic program guide; and

executing an electronic program guide feature selected by the user.

2. (Original) The method of claim 1 wherein receiving the promotional metadata comprises receiving the promotional metadata in one or more vertical blanking interval lines of a broadcast video signal.

3. (Original) The method of claim 1 wherein receiving the promotional metadata comprises receiving the promotional metadata as data encoded into a private data packet transmitted over the broadcast distribution network.

4. (Original) The method of claim 1 wherein analyzing the promotional metadata comprises parsing the promotional metadata into a set of individual data elements.

5. (Previously presented) The method of claim 4 wherein analyzing the promotional metadata further comprises traversing the promotional metadata one data

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element at a time.

6. (Original) The method of claim 1 wherein the promotional metadata is formatted according to XML.

7. (Original) The method of claim 1 wherein the promotional metadata comprises of one or more valid electronic program guide features selected from the group consisting of:

future force tuning a program, creating a reminder within the electronic program guide, purchasing a pay-per-view event, and accessing on-line content.

8. (Original) The method of claim 1 wherein the one or more valid electronic program guide features comprises recording the promotional advertisement.

9. (Original) The method of claim 8 wherein the promotional advertisement is recorded to a local recording device.

10. (Original) The method of claim 8 wherein the promotional advertisement is recorded to a remote recording device located on the broadcast distribution network.

11. (Original) The method of claim 1 comprising presenting the promotional advertisement as a full screen promotional advertisement.

12. (Original) The method of claim 1 comprising presenting the promotional advertisement within the electronic program guide.

13. (Cancelled)

14. (Previously presented) Computer readable media comprising program code, the program code operative to be executed by a programmable computer, the program code comprising a method for allowing access to interactive features of an

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electronic program guide by a user from within a broadcast advertisement, the method comprising:

storing presentation guide software for presenting an electronic program guide at a user location;

receiving the broadcast advertisement comprising audio, video and promotional metadata over a broadcast distribution network;

displaying the electronic program guide on a display device;

analyzing the promotional metadata to determine one or more electronic program guide features;

presenting one or more electronic program guide features within the electronic program guide; and

executing an electronic program guide feature.

15. (Cancelled)